

code



STYLE CLUB



844.259.9238

Products:



Invite

Local Hair Salon Increases Google Review Volume 573% in First 60 Days with Invite

Through the power of social proof and online review generation from Widewail, a small business opens its doors and builds a strong local reputation during a global pandemic.

Using Invite:

573%

60-Day Review Increase



"The power of Invite was more than evident by the end of the first week. It's intuitive to manage, has great branding / customization features and is easy for our clientele to use and understand. Invite just works."

- Jenny Carlson, Code Style Club Owner

The Challenge: Establishing Local Reputation as a New Business

In addition to the expected marketing challenges faced by every new business, Code Style Club had the added hurdle of a global pandemic to navigate.

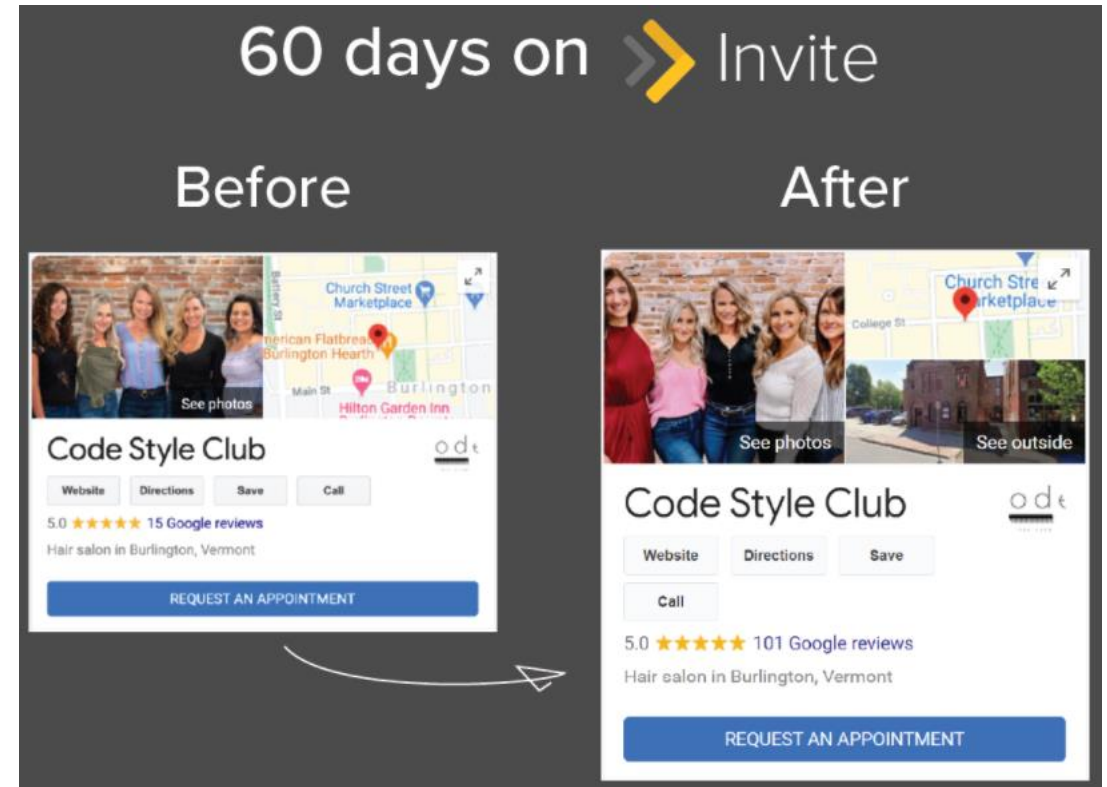
Owner, Jenny Carlson, knew the social proof provided by online consumer reviews would be critical to her success. And in the first three months since opening they'd only managed to accrue 15.

The Solution: Invite - Intelligent Review Generation

Jenny also realized that over the course of a busy day they'd never have time to consistently request reviews themselves and had little experience with review strategies in general.

That's when she began her search for a review generation solution and was introduced to Widewail's Invite - by one of her customers, no less. The answer ended up being right under her very own trusty pair of scissors.

Our Results: 109 New Google and Facebook Reviews with a 38% SMS Conversion Rate



Code Style Club officially racked up their 86th new Google review, along with 23 new Facebook reviews, two months after implementation. Having started with only 15 on Google, that's an increase of 573%.

Of 286 messages sent to clients, 109 resulted in new reviews. That equates to a 38% conversion rate to Invite's post-appointment SMS outreach.